

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Meg Meurer, Steve Piskor
FROM: Natalie Ellis
SUBJECT: Pittsburgh In-Depths/Triads

DATE: April 16, 1993

In-depths have been scheduled for the Pittsburgh area on April 21 and 22. Interviews will begin at 12:00 each day and end around 7:00 P. M. Three interviews are scheduled simultaneously. We may do triads instead of one-on-ones in some instances.

Attached is the address and driving directions. We will be showing racing advertising and catalog items and MAT catalogs. Some of the men will be recruited to be readers of car/truck enthusiast magazines, some will be general Sports Illustrated readers and some will be MAT miles collectors. We will also have the men do some pencil and paper work listing their favorite items from the catalogs and rating them on several dimensions.

Attached

cc: D. Beran
K. Eisen
E. Gee
S. Jannetta
N. Lund
A. Marrullier
M. Meurer
J. Mullen-Sampson
M. Salzman
D. Stern
J. Taylor

2045722661